



August 6, 2010

Indiana School Superintendents and Principals:

Thanks in large part to the support of our K-12 schools, Indiana's inaugural **College GO! Week** proved to be a success last fall. Led by our Learn More Indiana communications and community outreach partnership, the results from our collective *College GO! Week* efforts were impressive: record numbers of students applying to Indiana colleges; significant increases in student use of Indiana's e-Transcript service; tremendous growth in student PSAT participation rates (making Indiana a national leader in this regard); and sustained strong student participation in Indiana's annual career and college survey.

As we look to build on the momentum created by last year's *College GO! Week* campaign, I wanted to take this opportunity to apprise you of our emerging plans for *College GO! Week 2010* and to enlist your support once again in helping more Hoosier students prepare for college success. Key developments for *College GO! Week* this fall include:

- Scheduling *College GO! Week* earlier in the academic year: **September 20-24, 2010**
- Promoting **college campus visits** as *College GO! Week's* new priority **for high school students**
- Expanding the focus of *College GO! Week* to include both **middle school and adult students**

Important details related to these and other aspects of *College GO! Week 2010* are provided below.

College GO! Week for High School Students

Promoting specific, practical steps that help students plan for college success is the driving force behind *College GO! Week*. Grade-specific goals for students this fall include:

- Every **senior** will **complete a college application** (using Indiana's e-Transcript).
- Every **junior** will **commit to a college visit**.
- Every **sophomore** will **sign up for the PSAT**.
- Every **freshman** will **complete Indiana's annual college and career survey**.
- Every **eighth grader** will **complete their Graduation Plan**.
- Every **seventh grader** will **connect courses to careers**.
- Every **sixth grader** will **explore careers**.

About the High School Senior Goal (College Applications)

In a significant show of support for Hoosier families enduring difficult economic circumstances, nearly every Indiana college responded to a request to waive student application fees during *College GO! Week* last year. While colleges are welcome to continue that practice this year, fee waivers will not be the primary emphasis this year. We will however note which colleges are planning to waive application fees during *College GO! Week 2010*.

It is important to note that the *College GO! Week 2010* campaign will incorporate more direct messaging around students taking steps to "find the right fit" for college before submitting applications. This will include encouraging

students to use the U.S. Department of Education's *College Navigator* tool and related resources to target applications to those colleges best suited to each student's individual aspirations and circumstances.

About the High School Junior Goal (College Visits)

As noted above, encouraging Indiana high school students to visit a college campus is the new priority for *College GO! Week 2010*. Please note that we do not expect all students to physically visit college campuses during *College GO! Week* (September 20-24). We do however want high school juniors to commit to visiting at least one campus at some point during the 2010-11 academic year.

To support students in getting their college visit game plan together, *College GO! Week* will promote upcoming college open houses and on-campus events, help students explore college websites—including virtual tours, admissions requirements and student blogs—and provide details on special college-specific incentives and tips on how to get the most out of their college visit experience.

College GO! Week for Middle School Students

In an effort to promote earlier college planning, *College GO! Week 2010* will encourage middle school students to create a high school graduation plan with the assistance of school staff and community volunteers. As you know, effective role models are an essential element in guiding middle school students on a path toward college success. As such, we have encouraged Indiana colleges to connect members of their on-campus Student Ambassador programs with area middle schools during *College GO! Week 2010*. As real-life role models of college aspirations achieved, these Student Ambassadors are ideal candidates to engage your middle school students in planning and preparing for success in high school and beyond. Please feel free to reach out to college campuses in your area to help coordinate these efforts.

Preparing for College GO! Week: Next Steps

In early-September, *College GO! Week 2010* event toolkits are expected to arrive at all public and state-accredited nonpublic middle schools and high schools across the state. Toolkits will include implementation guides, promotional materials and other creative resources needed to support a successful *College GO! Week* in your school community.

It is important to note that middle school toolkits will also include copies of the state's high school *Graduation Plan* while high school toolkits will include copies of both the annual *Learn More Indiana College and Career Survey* for 9th and 11th grade students and *NEXT Indiana: A Guide to Life After High School* for 11th and 12th grade students.

Additional details, including the impending launch of the *College GO! Week 2010* web site, will be coming soon. If you have any questions in the meantime, please contact Elizabeth Crouch, Learn More Indiana's Public Relations & Marketing Manager, at elizabethc@learnmore.org or 317.464.4400 x. 40.

Thank you in advance for your assistance and support of this effort to promote college access and success for Indiana students.

Sincerely,



Teresa Lubbers
Commissioner for Higher Education



Tony Bennett
Superintendent of Public Instruction